

## Marketing Director, Greater China

- **Renowned Fashion Brands**
- **Main Board Listed Retailer**
- **Circa HK\$1M p.a.**

Our client is a HK-listed retailer with over 400 outlets in Greater China. They are well known for mid- to high-end products and have been leading the fashion trend over a decade. Due to recent expansion plan, they are now looking for a seasoned marketing professional to lead their HK & China team.

This incumbent will report to the Managing Director.

### Responsibilities:

- Achieve brand strategy and company's business objectives through proactive and strategic marketing plan in all regions
- Understand market segment in the industry through market & competitive analysis and develop the strategic planning
- Lead and supervise the Advertising & Promotion, Creative and VM team
- Build up relationship with the strategic partner and external parties
- Frequent travel to China is required

### Requirements:

- Degree in Marketing or related disciplines
- Minimum 12 years relevant experience in sizable fashion retail company
- Prior exposure in PRC market and China fashion trends
- Solid experience in retail and VM design
- Strong marketing sense and result-oriented
- Excellent presentation and communication skills in both English and Chinese

Candidates with less experience can be considered as **Senior Marketing Manager**.

To apply, please forward your resume quoting job reference no GSI8275 to [resume@gsiconsultants.com.hk](mailto:resume@gsiconsultants.com.hk) or contact

**Ade Wong** at +852 3755 5400. All applications will be treated with strict confidentiality. Only short-listed candidates will be notified.